

W.P.L.A.



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

BROADCASTING STATION LICENSE RECORD

Date first licensed 7-11-49

Call letters W.P.L.A.

Station location: Plant City, Florida

WPLA BROADCASTING COMPANY, INC. (AL-7-18-58 EFF: 2-11-58)

Name of licensee X W. A. SMITH

Downing Rd. at Diver Sidney Rd., Dover, Florida (BP 8-24-78)
x 1570 S. Collins St., Plant City, Florida (Redescrip. Lic. 12-29-55)
Transmitter location x State Highway 39, 0.2 mile south of corporate limits of
Plant City, Florida (MP 2-10-49) (Lic. 7-11-49)

1570 South Collins, Plant City, Florida (Ltr. Recd. 1-10-79)
X Same as transmitter

1570 S. Collins St., Plant City, Florida (Lic. 12-29-55)
x Hopewell Road, Plant City, Florida (Lic. 7-11-49)
x State Hwy. 39, 0.2 Mi. S. of corporate limits of Plant City, Fla.
Main studio location x To be determined, Plant City, Florida (MP 2-10-49)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
B3-P-5647	11-3-48	1570	250w	Daytime	
	CP for a new standard station. NOT ISSUED CAA disapproved site. Ltr. dated 11-24-48.				
B3-P-5647	2-10-49	1570	250w	Daytime	4-10 10-10-49
BMP-4402	Mod. CP (5647) to make changes in antenna. (CONDKITIONAL CLAUSE)				
BL-3726	7-11-49	1570	250w	Daytime	7-11 5-1-51
	Lic. to cover CP (5647 as mod) for a new station and specify studio location.				
B3-2299	4-25-51	Extension of license			5-1 2-1-51
BR-2299	8-24-51	1570	250w	D	8-24 2-1-52
BR-2299	1-30-52	1570	250w	Daytime	2-1 2-1-55
BR-2299	1-12-55	Renewal of license			2-1 2-1-58
BP-9310	8-31-55	1570kc	1kw	Day	10-31-55 4-30-56
YYY	CP to change power and type transmitter(C. CLAUSE)				
BP-9310	8-31-55	1570	1kw	Day	10-31-55 4-30-56
	CP to change power and type transmitter Superseding CP to delete condition re program tests				
BL-5961	12-29-55	License to cover CP (BP-9310) to increase (1) power & install new transmitter			
BMP-6984	5-16-56	910	1kw	Day	7-16-56 1-16-57
	CP to change freq. & make changes in antenna sys				
BL-6346	10-16-56	Lic to cover BMP-6984 to change freq to 910kc and make changes in antenna system			
BR-2299	1-3-58	renewal of license			2-1 2-1-61
BAL-3074	7-18-58	Voluntary assignment of license to: WPLA Broadcasting Company, Inc.			
EFF:	8-11-58				
BZ-4279	5-25-60	910kc	1kw	Day	5-25 2-1-61
	Authority to determine operating power by direct measurement of antenna power.				
BR-2299	1-18-61	Renewal of License			2-1 2-1-64
	1-29-64	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.			
BR-2299	3-11-64	Renewal of License			3-11 2-1-67
BR-2299	2-16-67	Renewal of License			2-16 2-1-70
BTC-5200	5-8-67	Voluntary transfer of control of lic. corp. from W. A. Smith to W. A. Smith & Mrs. Irene M. Smith, as a Family Group.			
EFF:	4-21-67				

Form BC 126

June 1954

CARD #2

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W P L A

Station location PLANT CITY, FLORIDA

Name of licensee WPLA BROADCASTING COMPANY, INC.

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
TELEGRAM	10-17-67	PSA	500w		
BR-2299(S)	1-29-70	RENEWAL			2-1-73
EBSA	6-12-72				
BR-2299(L)	1-31-73	RENEWAL			2-1-76
BTC- 7464	8-29-74	VOL. TC	EFF:	8-30-74	
BR-2299(S)	1-28-76	Renewal			2-1-79
BP-20,551	8-24-78	910khz.	1kw DA-1Unl		8-24-79
	CP to add night service, install DA-1 chg. SL & TL				
Ltr. Recd	1-10-79	Chg. SL (See front of card)			
BRC-790620AG (1)	7-20-79	RC: 1507 South Collins St., Plant City, Fl.			
BP790709AJ (1)	9/12/79	CP to replace Expired Permit (BP-20,551).			3/10/80
BR 781002	13 1-31-79	(L) REN.OF LIC.			2-1-82
BL-791030AF	(L) 3-20-80	Lic. to cover BP-790709AJ for changes			2-1-82

APPLICATION RECORD - BROADCASTING

 Call
 Letters W P L A
New
Name W. A. SMITH

(PO 901 South Collins St., Plant City, Florida)

File No.	Dated	Application for	Action	
			Nature	Date
B3-P-5647	1-20-47	Construction Permit for a new standard broadcast station to be operated on: Frequency: 840kc 1570kc Power: 250w Hours of operation: Daytime only Trans. location: To be determined Near Plant City, Florida - (See amend.) Studio location: To be determined-Plant City, Florida (Robert F. Wolfskill, Engr.)	Docket # 8671	
Rec'd	1-23-47		Granted 11-3-48 after	
Filed	1-23-47		being removed from hring docket; subj. CAA approval, & T complies with Sec. 3126 of Rules	
			Site disapproved by CAA. Ltr. 11-24-48	
			Issued with MP 4402	
AMENDED	4-20-48	AMENDED to change frequency from 840kc to 1570kc and change transmitter location from To be determined-Plant City, Florida TO: State Hwy. #39, 0.2 mi. South of Corporate limits of Plant City, Florida.		
Rec'd	4-21-48			
Filed	5-14-48			

Transmitter-Composite

APPLICATION RECORD - BROADCASTING

Call
Letters **W P L A**Name **W. A. SMITH**

File No.	Dated	Application for	Action	
			Nature	Date
BMP-4402 Rec'd Filed	12-30-48 12-31-48 12-31-48	Mod. of C.P. (B3-P-5647, which authorized a new standard broadcast station) to make changes in antenna. original antenna .	GRANTED subj. to cond. that measurements are submitted to prove that proposed T meets Commission Standards of Good Engr. Practice	2-10-49
BL-3726 Rec'd Filed	6-21-49 6-24-49 6-24-49	License to cover C.P. (B3-P-5647, as mod..) which authorized a new standard broadcast station and specify studio location as Hopewell Rd., Plant City, Florida.	GRANTED	7-11-49
BR-2299 Rec'd	3-1-51 3-6-51	Renewal of license	Granted	8-24-51
BR-2299 Rec'd Filed	1-15-52 1-17-52 1-17-52	Request for renewal of license	Granted	1-30-52

FORM A-170
FORMERLY FCC FORM 94

#3

APPLICATION RECORD - BROADCASTING

Call
Letters W P L A

Name W. A. SMITH

File No.	Dated	Application for	Action	
			Nature	Date
BP-9310 Rec'd Filed	5-18-54 5-30-54 5-20-54	Construction permit to change frequency from 1570kc to 1230kc and change hours of operation from Daytime to Unlimited-time , using power of 950w . Commercial Radio Equip. Co., Engr.s	GRANTED	8-31-55
AMENDED Rec'd Filed	4-7-55 4-11-55 4-11-55	AMENDED to change frequency to 1570kc, power to 1kw, hours of operation to Daytime and change type transmitter (Collins 20-V).	Cond'l re program tests will not be auth. until WEBK goes on tests on another freq. and lic. will not be granted until WEBK licensed on other fr	
BR-2299 Rec'd Filed	11-1-54 11-4-54 11-4-54	Renewal of License	GRANTED	1-12-55

APPLICATION RECORD - BROADCASTING

FORM BC-121
FORMERLY FORM A-170

Call
Letters **W P L A**

Name **W. A. SMITH**

File No.	Dated	Application for	Action	
			Nature	Date
BMP-6984 Rec'd Filed	9-19-55	Modification of construction permit (BP-9310 which auth. change frequency; increase power & install new trans.) for change in frequency from 1570kc to 910kc and make changes in the antenna system (increase height). Commercial Radio Equip. Co., Engr.	GRANTED	5-16-56 issued as CB
	9-22-55			
	9-22-55			
SI-5961 Rec'd Filed	11-14-55 11-21-55 11-21-55	License to cover construction permit (BP-9310) which authorized increase in power and install new transmitter. Commercial Radio Equip. Co., Engr.	GRANTED	12-29-55

FORM BC-121 #5
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters **W P L A**

Name **W. A. SMITH**

File No.	Dated	Application for	Action	
			Nature	Date
BL-6346 Rec'd Filed	9-14-56 9-20-56 9-20-56	License to cover Construction Permit BMP-6984 which authorized change in frequency, and make changes in antenna system (increase height)	GRANTED	10-16-56
<hr/>				
BR-2299 Rec'd Filed	10-31-57 11-12-57 11-12-57	Richard Hildreth, atty. Renewal of License	GRANTED	1-3-58
BAL-3074 Rec'd. Filed	6-16-58 6-17-58 6-17-58	Voluntary assignment of license to WPLA Broadcasting Company, Inc.	GRANTED EFF:	7-18-58 8-11-58
EZ-4279 Rec'd Resub. Rec'd Filed	4-4-60 4-5-60 4-12-60 4-15-60 4-15-60	Authority to determine operating power by direct measurement of antenna power.	Returned: 4-24-60 Wrong frequency spec. GRANTED	5-25-60

AUG. 1955

#6

APPLICATION RECORD - BROADCASTING

Call

Letters WFLAName WFLA BROADCASTING COMPANY, INC.
Plant City, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BR-2299 R & F	10-28-60 11-1-60	Renewal of license	GRANTED	1-18-61
BR-2299 Rec'd Filed	10-28-63 11-4-63 11-4-63	Renewal of license	GRANTED	3-11-64
BTC-5200 R & F (Form 316)	11-9-66 11-14-66	Voluntary transfer of control of lic. corp. from W.A. Smith to W.A. Smith and Irene M. Smith, as a Family Group	GRANTED EFF:	3-8-67 4-21-67
BR-2299 R & F	10-29-66 10-31-66	Renewal of License	GRANTED	2-16-67
BR-2299 R & F #553746 \$75. PN PRESS	10-10-69 11-3-69 11-3-69 11-3-69 NOV 26 1969	Renewal of license Atty: Fletcher, Heald, Rowell et al (Edward W. Hummers, Jr.)	GRANTED	1-29-70

APPLICATION RECORD - BROADCASTING

Call
Letters **W P L A**

Name **WPLA BROADCASTING COMPANY, INC.**
PLANT CITY, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BR-2299	10-13-72	RENEWAL OF LICENSE	GRANTED	1-31-73
R & F	10-18-72	Vincent J. Curtis, Jr. Atty. (Fletcher & Hildreth)		
PN Recd.	"	AMENDED 12-14-72 re: technical information		
PRESS	"	AMENDED 12-20-72 re: ascertainment of community survey: equal employment program		
OCT 25 1972				
BTC -7464	5-24-74	Voluntary transfer of control of lic corp from	GRANTED	8-29-74
R & F	5-31-74	W.A. Smith & Mrs. Irene M. Smith, (as a family		
FEE PD: \$1000 #310733		group) to Albert Ercelle Smith		
CODE 047				
Pub. notice filed 6-17-74		Atty - Fletcher, Heald etc (Harry C. Martin)	pd 048	9-24-74 347235
JUL 9 1974				
BR-2299	9-25-75	RENEWAL OF LICENSE	GRANTED	1-28-76
R & F	10-1-75			
PN Recd.	"	Richard Hildreth, Atty.		
PRESS	"			
NOV 6 1975				

APPLICATION RECORD - BROADCASTING

910khz

Call
Letters W P L A

Name WPLA BROADCASTING COMPANY, INC.
Plant City, Florida

File No.	Dated	Application for	Action	
			Nature	Date
HP- 20,551 Recd & filed 586769 \$400 MAY 1 1978	6-30-76 6-30-76 7-1-76	CP to add night service with 1kw, install MA-1 and change transmitter and main studio location to Downing Rd. at Dover Sidney Rd., Dover, Florida. 27° 59' 26" 82° 12' 31" Atty: Richard Hildreth Engr: James M. Johnson & Assoc. MAJOR ENVIRONMENTAL ACTION UNDER SECTION 1.1305	GRANTED	8-24-78
BR 781002 I3 PRESS DEC 11 1978		RENEWAL OF LICENSE Richard Hildreth, Atty.		
BRC790620AC PRESS (O) JUL 17 1979		Modification of License to Operate Transmitter by Remote Control from: 1507 South Collins Street, Plant City, Florida (Main Studio Location).	GR.	7-20-79

APPLICATION RECORD BROADCASTING
910KHz.

Call Letters: W P L A

Name: WPLA BROADCASTING CO., INC.

Station Location: PLANT CITY, FLORIDA

File No.	Date	Description	Action and Date
BP790709AJ PRESS (O)	AUG 6 1979	Construction Permit to Replace Expired Permit (BP-20,551).	GRANTED 9/12/79
BL-791030AF R & F PTA PRESS DEC 28 1979	10-30-79 11-8-79	Lic. to cover BP-790709AF for changes	GRANTED 3-20-80

W P L A

INFORMALS DENIED

Telegram 5-1-52 Denied authority to remain on air 5-6-52
for election returns.

Letter 10-2-56 Requesting to remain on air until 7:30 P.M.
for local election returns 10-2-56

About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3" by 5" filing cards – for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

